



Contacts
JUNE
1958

Our Cover — A Salute to Winnipeg's New Post Office

Not because it cost over eleven million dollars — not because it is the largest building in Manitoba — nor yet because it is equipped with the most up-to-date facilities in Canada; but because it is a symbol of this city's growth and greatness as the Gateway to the Prairies even in this new Air Age.

Fort Garry Post Office was created and opened in 1853 by the Governor and Council of Assiniboia, William Ross being appointed Postmaster. The first definite location is on record as of 1855, in the Ross House. This house, shown on our cover, was preserved for posterity by the Manitoba Historical Society and is now a museum, situated opposite the Canadian Pacific railway depot. On Friday morning, June 6, Postmaster-General Hon. William Hamilton visited Ross House and was transported from there to the new Post Office in the 120-year-old Wells-Fargo stage coach, property of the Winnipeg Free Press, drawn by a spanking four-horse team of matched chestnuts owned by Mr. and Mrs. D. Lytle of Portage la Prairie. Mrs. Lytle was handling the reins as the stage rolled up to a traditional "right on the line" stop at the front entrance. An R.C.M.P. escort on the stage was dressed in an R.N.W.M.P. uniform of 1873, from the Regina Museum.

Mr. Hamilton was met at the Post Office by Hon. Gordon Churchill, Minister of Trade and Commerce, who arrived for the opening by helicopter from Stevenson Field and was set down on the roof of the Post Office building, it being provided, as is the Vancouver P.O., with a landing port for helicopters. It was a lovely sunny day and the thousands attending made it a colourful and historic event.

Comparisons are sometimes confusing—such as the growth from about \$235 worth of business that first year in the 1850's in postage, and handling about 6,000 items (including over 2,000 newspapers), to the present yearly total of over 8 million dollars in stamp sales alone. Yet the 580 letters that year so long ago meant perhaps more, we think, to Fort Garry's district than the many thousands of letters handled daily now; the three canoe-loads of mail per year provided as great an adventure and innovation in their day as the present enormous capacity of the new edifice, which with electronic sorting can handle over 3,000 parcels per hour per man. Our "old" Post Office, too, on Portage Avenue was a grand and beautiful building in its day and served us well for many years.

What is important, in this magnificent new Post Office and Federal office building with its impressive new look, new creations in building, lighting, flooring and operating machinery—is that Winnipeg is confirmed as the city of Central and Western Canada. Growth of industry has followed the diversion of much of that mighty wholesale business which centred here. Postmaster General Hamilton rightly said "Winnipeg has become one of Canada's most important centres and is expected to become more so".

Today, we salute it as a great new mark of our city's stature. May the next half century equal the last; may even this wonderful and huge structure and its hive of busy-ness be but a step in our progress onwards in Winnipeg industry and business, for Winnipeg citizens, as its predecessors have been.



"BATTER UP"—GIRLS' FASTBALL LEAGUE STARTS THE 1958 SEASON



To begin, as we were putting this issue to press, the weather had proved rather less than co-operative. As with the lawn bowlers and other activities, the baseball girls had watched for weeks while Winnipeg had warm sunny weather day after day after day—the frost came out of the ground and we waited for the spring rains and new grass and soft turf. We've had drought and dust—and then back to cold and wind and very little of "growing" weather. We offer this as a good reason why the diamond-dusters have not been active earlier, of course.

However, with the spirit of sport that distinguishes them, the girls turned out on Wednesday, May 28, at Sargent Park; we took our pictures before it got (rather suddenly) too dark and threatening, so not all had arrived. Then our cameraman rushed his equipment out of the rain. So what happened—you're right. Soon after, the sky cleared, sun came out, wind died, and the girls got in their first evening's play.



Here we show a group of players, coaches, managers—also Mr. B. C. Sutherland throwing the ball; and Mr. Ed Rogers driving hard (he did hit a good one), with Jack O'Leary, ball club president, catching.

Four-team league is scheduled for play each Monday and Wednesday evening at Sargent Park. JETS, manager Danny Remillard; IMPS, Ted Black and Tom Scott; ROYALS, Ted Czeran and Jack O'Leary; CUBS, Don Mitchell.

Girls Needed Especially by Cubs
—Come Out, Girls—Trained
Players or Beginners
Very Welcome.

MEN'S FASTBALL . . . The men have organized for a team to play exhibition competitive games, with Stan Dropko looking after organization and dates. More news next issue regarding their games—and results.



Top left, Miss M. Poranski; right, Mr. George Thomson. Bottom left, Mr. E. Eggertson; right, Mr. A. J. DeRyckere.

WELCOME TO FOUR NEW QUARTER-CENTURY CLUB MEMBERS

May was a big month for the four Eatonians pictured above, as they all became Eatonians with twenty-five years' continuous service and were welcomed to the Eaton Quarter-Century Club.

MISS M. PORANSKI

It was from her father, a tailor himself, that Matilda Poranski learned her trade of tailoring. Born at Kenora, Miss Poranski joined Eaton's Custom Tailoring workroom on May 18, 1933, and has been with that department for all her Eaton service.

On her anniversary day she was honoured by a "gathering of the clan" when her colleagues presented her with a lovely modern travel case and personal tokens. In her leisure time Miss Poranski studies and bird-watches with the Natural History Society of Manitoba, and for "leisure pleasure" also has a happy time with her sister at their lake cottage at Kenora. There she plans to have a really lovely long vacation to celebrate her membership of the Quarter-Century Club. We wish you a most happy time, Matilda!

NORMAN GEORGE THOMSON

George was born in Northumberland, England, and first joined Eaton's as a butcher in Winnipeg in '29, went to our Kenora Foodateria, and then left us for a "spell up North"—being young and adventurous. May 8, 1933, he rejoined Eaton's at Kenora to begin his quarter-century of continuous service, enlisting from there and serving overseas four years with the 2nd Medium Regiment, Royal Canadian Artillery, rising to sergeant. Came to our Winnipeg Meat Department after the war, and is now signature in the Third Floor Meats.

To celebrate his 25th anniversary with the Company, George was presented with a handsome set of hand tools and a tool chest by his colleagues, Mr. M. Morrow officiating. From the department girls Mr. Thomson also received a car coat.

Married, and with two daughters—Linda, 18, who works with M.O. Furniture, and Sheila, 8—George is a Mason, president of Victory Home and School Association, chairman of the West Kildonan Home and School Council, director and chairman of Membership Drive for West Kildonan Community Centre, and Home and School representative to West Kildonan Council. Likes square dancing very much, fishing likewise—and gardening in season. After a vacation trip to the States, the Thomsons will summer at the family cottage on Dogtooth Lake, east of Kenora. Happy times, George and family!

EGGERT JOHN EGGERTSON

A Winniepegger by birth, Mr. Eggertson is also a one-department man from the time of his joining Eaton's on May 16 twenty-five years ago until now—the department being the Cash Office. He was away at the call of his country for four years in World War 2, being a staff sergeant with the Royal Canadian Electrical and Mechanical Engineers.

As Mr. H. W. Einarson said when complimenting him on his anniversary morning, Mr. Eggertson's skill with intricate machines

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"ALL ABOARD" FOR FLIGHT TO ENGLAND

Our May 26 flight took some Winnipeggers and others to the rendezvous at Toronto where they joined up with other Eatonians for the overseas flight.

Contacts is greatly indebted to Joan Latimer, editor of Eaton's Toronto staff magazine "Eaton News," for the picture above, showing the overseas T.C.A. flight at Malton Airport readying for take-off. Present to say "bon voyage" to the air travellers were James Pryce, Department Manager of Toronto Staff Recreation office; W. A. Robinson, Staff Relations Manager; C. Lamb, Toronto's Travel Service; Fred Pollett, Assistant, Staff Superintendent's office. Over 70 from Winnipeg, Toronto, Montreal, Kitchener, Hamilton and Napanee were in this flight.

If arrangements turn out as planned, Mr. D. McPherson hopes to send Contacts a picture of the Pan-American flight of Eatonians as they leave New York. To them all, we say: "Have a Wonderful Time—Wish We Were There"!

VISIT OF FIFTY YEARS AGO RECALLED



Contacts received a visitor from "way down south" during the last week of May—the lady pictured here—Mrs. Annie Keehn of Miami, Texas. As a young girl, said Mrs. Keehn, who admitted to 63 years, she came north to visit grandfather William Gerrond at Prince Albert, Saskatchewan, 50 years ago, in 1908! Prince Albert then was just a place on the map, a very small town indeed, and the prairies were rather empty between towns and villages! However, the young girl gathered Canadian flowers as specimens, and to press them was given an Eaton's 1908-9 Fall Catalogue. She brought the catalogue and the sadly decayed specimens with her to show relatives and us on her 1958 visit to the same places—though with scenes now vastly different. She will keep the book—and the specimens—and the memories—said Mrs. Keehn, and we wish her further visits to our country where she was born and

of which she will always retain beautiful memories. Thanks for your visit and story, Mrs. Keehn.

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must have made him a useful man indeed in the military service. To mark their appreciation of his personality and his good work, his colleagues presented him with a portable sabre power saw, plus a quarter-inch power drill and accessories. Married, with one son, Grant, Mr. Eggertson plans to enjoy a bus trip to California with his wife and son on his quarter-century vacation. Happy Journey!

ALBERT J. De RYCKERE

A Manitoban born in St. Boniface, Mr. De-Ryckere joined Eaton's service in the Grill

Room Bakeshop on May 15, 1933, and like others in this quartette of 25-year Eatonians, is a one-department man! On his anniversary morning, his co-workers assembled, and on their behalf Mr. George Fox presented to Albert a most useful and smart-looking transistor portable radio; also a fine fishing reel.

Married, Mr. DeRyckere admits to a love of fishing, so we can see the reel will have lots of use—and we hope the soft music from the radio will lure those fish to the hook, Albert! Good fishin'—and a grand quarter-century vacation!



Top row, left to right: Mr. G. G. Smith, Provincial Government; Mr. Paul Goodman, Winnipeg Council; Mr. Stan Barlow who spoke for the drivers; Mr. A. Arnason, chairman; Mr. W. L. Palk, Eaton management.
In order, second row, left to right: The six winners of ten-year safe-driving wallets, James Ginnell, Henry Parker (Dauphin), Peter Petroschak, James Ramsay, Henry Bohemier, Roy Swann.

DRIVERS HONoured ON COMPLETING 19th ANNUAL SAFE DRIVING AND COURTESY CAMPAIGN

The evening of Thursday, May 22, the Grill Room was the scene of the banquet and presentations to Eaton drivers, tendered by the Company to celebrate another twelve months of care and courtesy by the nearly 200 men who comprise our regular delivery and freight transport service.

Chairman was Mr. A. Arnason, Manager of the departments. Head table guests were: Alderman Paul Goodman, representing Winnipeg City Council; W. Finnbogason, City Traffic Engineer; B. C. Sutherland, Personnel Manager; Chief H. Beaudry, St. Boniface Police; G. M. Eaton, Company Director; G. Smith, Provincial Administrator of Highway Safety; Inspector A. N. Clarke, Winnipeg Police Traffic Department; Chief D. McDonald, St. James Police; D. McInnes, Chairman of Eaton's Safety Committee; Chief C. Enfield, East Kil-donan Police.

Alderman Goodman said that, representing Mayor Juba, and as a member of the City Traffic Division, he was privileged to bring to the Eaton drivers sincere thanks for their continuous co-operation in traffic safety.

Almost One and a Third Million Miles per Year

Said the chairman, with a daily mileage total of over 4,500 miles, which for the year had aggregated about 1,300,000 miles, the drivers had kept chargeable accidents down to 30—only one to about every 43,353 miles operated. The bonuses that night would total about \$2,500; six more drivers had achieved ten-year accident-free status and would receive wallets; 143 proudly wear safe-driving buttons for varying terms of one to 19 years.

There had been no personal fatalities in-

volving Eaton drivers, but just one disquieting note had crept in regarding backing up incidents and intersections, he asked their fullest alertness and care in erasing these for the future. Also, he reminded them, in view of the general alarming incidence of railway crossing auto accidents, never to think that the train on the track is sounding a whistle or diesel signal just to keep up its courage!

Concerning our Company's high regard for the drivers, he said the motto well might be
(Continued on Opposite Page)

ANGLERS HAVE BIG MAY HOLIDAY PICNIC

By Peter Scot

The Eaton anglers got up with the dawn—or just before—on the holiday morning of Monday, May 19, and entrained at five o'clock for their trip to Shoal Lake. It was a family affair—a basket picnic train trip of 205 men, women and children—and there were not many who did not take along some kind of fishing tackle, from the most hopeful youngster to the even more hopeful experienced angler.

Frankly, the weather was terrible—but 'twas an outing and everybody seemed to be having a good time nevertheless. Not a great many fish were caught—which was the general story of most lakes and rivers, we hear, on that day. (The editor was up near the Waterhen and fishermen from as far away as the States were there, but many of them didn't even get out on the water to fish, so our anglers need not feel "picked on.")

Prize winners were well treated, regardless of the comparatively small fish and small catches. The Anglers' Club are no "pikers"!

Pike

1st prize, \$40.00—C. Freeman, 5 lb. 12 oz.
2nd prize, \$30.00—B. Priemski, 3 lb. 3¼ oz.
3rd prize, \$20.00—R. Breault, 3 lb. 2¾ oz.
4th prize, \$10.00—M. Shewchuk, 3 lb. 1½ oz.

Pickereel

1st prize, \$40.00—J. Beeston, 3 lb. 3¼ oz.
2nd prize, \$30.00—C. Davies, 2 lb. 4¾ oz.
3rd prize, \$20.00—D. Rodgers, 2 lb. 4½ oz.
4th prize, \$10.00—H. Goertzen, 2 lb. 2¾ oz.

Club Trophy Standing

H. Goertzen—Pickereel, 2 lb. 2¾ oz.

N. Kowal—Rainbow, 1 lb.

Next Meeting—Free Press Board Room, June 26, 8:30 p.m.

FOND MEMORIES . . . NEW HOPES!

Just a few years ago the men were hauling them in at Shoal Lake as this snap proves! Our anglers—including some of the same men—hope that Next Time they'll have similar luck—if wind and weather will oblige, says Mr. Pat Carr, Foodateria, the anglers' president. Watch for notices of the next expedition, rodmen!



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"Trust men and they will be true to you; treat them greatly and they will show themselves great." He then introduced the out-of-town drivers from Brandon, Dauphin and Portage la Prairie, and gave thanks to the garage staff who so well looked after our vehicles.

Thanks for the Province were expressed by

Administrator Mr. G. Smith. In these days of mounting tolls of disaster on our highways, said he, it was a comfort to know that so many good drivers were setting such a splendid example—particularly to the teen-age drivers whose exuberance with high-powered autos was distressingly in the picture of accidents today.

Stop Accidents — Save Suffering

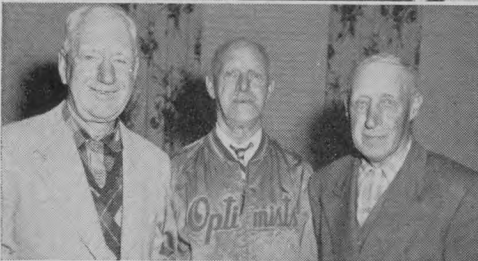
The ten-year wallets were presented by Mr. W. L. Palk, Superintendent, to Henry Parker, Dauphin; Henry Bohemier, J. Ramsay, P. Petroshak, Roy Swann and J. Gingell. Money loss due to accidents, said Mr. Palk, is not the important thing—injury, pain and suffering to the people concerned—these are the things that accident-prevention helps to eliminate. He recounted the numerous improvements in buildings, lighting and services in which the Company is investing to bring more business and keep the parcels flowing to guarantee delivery and transport jobs.

For the individual he would suggest "Be Himself at His Best at All Times." They were largely on their own in performing their work—keep themselves well in health and smart in appearance; and be alert to let the Company know of home and business growth on their routes; keep in view the policy that "Nothing is too much trouble at Eaton's" and they would keep up the great record they had established . . . "Customers Never Forget Kindnesses."

"Bide Your Time — 30 Seconds to Victory"

That was the impressive theme used by Driver Stan Barlow in replying on behalf of the men. Thirty accidents, said he, involved each about one second of indecision, one second of rashness, which contributes to any accident. Go by the book, don't rush, yet think

quickly—and they would overcome troubles such as the intersection incidents. Mr. Barlow gave thanks to the Company and Winnipeg management for their recognition, and added for the drivers, their thanks to the garage staff for safe vehicles.



"OVER 50's" AND GRANDFATHERS GO GOLFING

Splendid Turnout in Spite of Rough Weather. About 98 Out of More Than 100 Were in Action on the Course.

After all, these men have played through many a worse day, so although Monday, May 26, brought an afternoon wind around 50 miles per hour and it turned rather cool, a majority of those playing made the 18 holes. President Bob Robertson chaired the reception and banquet which followed the action on the golf links, and Mr. F. G. Muirhead, M.O. Divisional Manager, presented the trophies, George Firth doing the honours on the numerous novelty prize awards.

The chairman thanked all those present for their support, with special mention of the 14 retired men among them. He said such outings were possible only because we worked for the best Company in Canada, and tendered thanks to the Company and to the Sir John C. Eaton Memorial Fund. Thanks were also ex-

tended to Howard Jephson, Eatonian president of Elmhurst Club, for the use of the links and clubhouse, and to the catering staff.

Mr. Muirhead expressed his pleasure at being invited to the party, for the fine meal and the opportunity of doing something for such a nice group of Eatonians. He made special mention of the "new-comers"—those passing fifty since last year, and those with first grandchildren (who included, by the way, Mr. Mickey Simmons of the Store Footwear, granddaddy at 43). Mr. Simmons and Mr. W. Thomson, Basement Merchandise, were accorded recognition as having "most recent" grandchildren.

Our picture panel on this page shows left to right and down: Chairman R. Robertson, Mr. F. G. Muirhead; Grandfathers' trophy (Continued on Next Page)



LAWN BOWLERS OPEN SEASON

WITH EVENING'S PLAY AND RECEPTION

Above: We didn't get in all those who turned up on opening night, but daylight and playing details demanded "camera, action," so here's the main membership in the top picture. Below, Mr. Bruce Sutherland delivers the first bowl, and two groups of the players are seen making their draws for team places.

Reports Lawn Bowling President Harry Evans: "Our Lawn Bowling Club opened regular activities on the evening of Tuesday, May 20, as announced. It was a cool evening—but though we missed the warmth and charm of the summer weather Winnipeg had been enjoying for a while, still we didn't get frozen out. A very enjoyable evening was spent—the gathering of the members, the lining up of play, drawing for the team places among skips, thirds, seconds and leads.

Then down rolled the first bowl, delivered by Mr. B. C. Sutherland, Personnel Manager, and the season was 'on.' Special guests for the season-opening included Mr. T. M. Miller, Public Relations, and Contacts' editor, with Mrs. Gray. The evening's play was followed by a social mingling in the clubhouse with light refreshments and welcome hot coffee.

"May I say how pleased we were to see so many former members back again, and to welcome the newcomers to our club. With over 70 enrolled we are still able to lay claim to the title of biggest mixed bowling group in the city, and we intend to make full use of the Sargent Park greens on Tuesday and Thursday nights of each week. We have holidays and work shifts to consider, of course, and we just can't have too many spares to help us keep teams up to strength and fill in the vacancies. We believe we can say spares will be pretty sure of games on our evenings, so if you're at all interested as a learner or an occasional player, do please join and have fun with us. Just drop around any Tuesday or Thursday evening at the greens in Sargent Park—right near the pool. Welcome indeed."

OPEN INVITATION FOR THURSDAY EVENING, JUNE 19

The Eaton Lawn Bowlers invite their Eaton friends and other Eatonians to be with them on this evening, when the Eaton Club will be host to the

Britannia Lawn Bowling Club Members

for an evening of friendly competition and a social period with refreshments in the Clubhouse at Sargent Park afterwards. It's "Open House", Eatonians — You're Invited!

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winner James Stuart and Seniors' trophy winner George Niven—both will receive engraved golf statuette pen sets. Runners-up were H. Asseltine, retired, and Dave Mackie.

Second row: The middle man, Jim Farmer, at 83 was the oldest present—and an active

player; right of group, Hughie Tait, who at 79 tells us he's golfing four times a week with retired Eatonians Bill Wakefield and George Hubbs. Just how "Ace" Mitchell—and he so young—got to be in this is beyond us! Other pictures, the last two foursomes to finish, and glimpses of the banquet.



Top picture, left to right: Mr. R. M. Pinfold, chairman Don Wilson, Mr. W. L. Palk, Mrs. Betty Schlamp (recording secretary of the Charitable Fund committee), caught by the camera at the head table. The youthful entertainers (second row) were Eaton's Good Deed Club artists—dancers Alana Hammond, Jennifer Meyers, Nola Stevens; accordionists Larry Mernett and Richard Lancaster. Girl vocalist Corrine Cyca from Starbuck, also captivated the audience with her mature voice and capable singing.

CHARITABLE FUND SECRETARIES ARE GUESTS OF COMPANY

Around 125 were present in the Grill Room on the evening of Wednesday, May 14, when the Company tendered a complimentary dinner to the department representatives of the Winnipeg Eaton Employees' Charitable Fund.

The chairman was Don Wilson, Jewellery Department, who is this year's president of the Fund. Grace was said by Mr. E. Black. After the excellent dinner, the chairman spoke briefly, on his own behalf, to thank all those present for continuing co-operation, and then called on Mr. R. M. Pinfold, Assistant General Manager.

Sincere thanks were due, said Mr. Pinfold, to all those handling the departmental Charitable Fund work. He was glad to be present to extend these thanks for the Company and to compliment all the representatives on the excellent job completed in the recent campaign—"the best job to date"—greatly to their credit and a very timely effort. The success over many years of the Eaton Charitable Fund had led many to emulate us in this staff handling of the individual's gifts to charity. Right now the Company had loaned Mr. Ken Smith to the group of planners who were organizing for more systematic giving in business and industry. He was proud to think that our organization could be considered the best in its field, with the objective conceived and carried on of doing the most cumulative good to all those organizations benefitting through the Chest and our special donations.

It was a pleasure, said Mr. Pinfold, to be invited to the recognition dinner, and he ap-

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BEHIND THE "IRON CURTAIN"—THE BRIDE'S DRESS WAS A GIFT CHOSEN FROM EATON'S MAIL ORDER

Writes Mrs. J. L. Davidson of our Revelstoke, B.C., Order Office: "Here is a wedding picture in which the bride is wearing a gown purchased from our Mail Order. This picture was taken behind the Iron Curtain and has only just been received by a relative here. Purchased by a young man who came here last year from Hungary, it was sent to his sister—the bride. He translated bits from her letter to us, telling him how happy she was to have the dress for her wedding (the veil and accessories were also sent from here). It struck us as rather nice that we had helped to bring some happiness to people who don't have our freedom and opportunities."

Contacts is glad to publish the above and these other examples of appreciation of our goods and services, with thanks to the staff members mentioned:

"I refer you to our phone conversation of the 27th. Having an unexpected guest arriving that day, and without a suitable bed, I phoned just after store opening. A continental bed was delivered that very day, and I wish to thank you people of the Furniture who assisted in making this possible."

"If you should happen to be near the Men's Clothing Department would you kindly convey my regards to the super-salesman Mr. A. T. Greechan from whom I purchase all my clothing."

"The girl who took my telephone orders last Wednesday was very pleasant; I asked her if she thought I might receive this order before Friday as I was invited to a shower Friday evening and planned to take these items as gifts. Thursday morning, shortly after 9, the goods were delivered to me at my place of employment. I would like to thank you very much for the prompt service; please pass on my appreciation to the girl. (Compliments to Mrs. F. Stefanson.)"

"Bright and cheerful" . . . that's Driver M. Thrush, one of our St. James district delivery staff. Says a Belvedere customer: "He is always so bright and cheerful; just wonderful;" and from Winchester Street, speaking on behalf of numerous residents there, our Public Relations reports a phone call to commend the same driver for courtesy and helpfulness. Congratulations, Mr. Thrush.

"About 35 years ago," writes a Wardlaw Avenue customer, "Reg Williams became our driver, and through all that time he has been just wonderful, a great friend. We miss him keenly now he has moved to a new route. He's

most courteous and kind; you are fortunate to have men of his calibre. We know the move is to an easier route for him and we are glad for his sake."

From an Eatonian retired, now at Vancouver: "Have my account transferred to Vancouver . . . kind regards to the girls in the Employees' Wages Savings—so pleasant to do business with."

"I have been an Eaton customer for 28 years and have been very well pleased with your service. Have shopped in numerous other stores across Canada—never found any the equal of Eaton's in Winnipeg for service."



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preciated the opportunity of once again thanking all departmental representatives and the Fund Committee for their enthusiasm and good work.

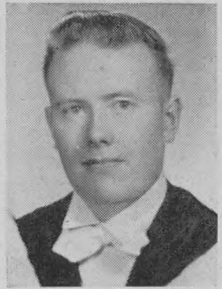
Mr. Vic Fotheringham, Employees' Charitable Fund secretary, brought the greetings and thanks of Mr. B. C. Sutherland, Personnel Manager; and added his personal thanks for their good work. Out of 2,000 newer and non-contributing people on staff, the recent campaign by the department representatives had already added 1,300 to the fund contributors—and this meant that 92 per cent of the staff are now participating. In this district there were 130 similar plans with a total membership of over 22,000—and of this number we may well consider the nearly 7,000 members in Eaton's as a great example. Mr. Fotheringham thanked the audience for performing duties very vital in the link between store and staff, and then introduced the staff office members to the assembly, and emphasized that one and all, they would be pleased at all times to be consulted on any staff relations matters.

A very pleasant round of entertainment—as mentioned on opposite page—brought to a close a very enjoyable get-together for our fund representatives; Mr. Wilson as president, voicing the general thanks to the Company for the dinner and entertainment.

Eatonians in the News . . .

RONALD DALE GIBSON

Mr. Ben Gibson of our Stock Audit, and Mrs. Gibson, have reason to be proud of son Ronald Dale, pictured here—and Dale can feel pretty proud himself in view of his university achievements. Dale, by the way, worked in our mail order and store departments during his college career. A young married man just 25 years old on May 17, he was featured in the Winnipeg papers as "the toast of the University Law School, backed up by a gold medal and a \$2600 Ford Foundation grant to Harvard." His impressive list of attainments during his "U" studies are: B.A. from United College; Isbister scholarships in first, second and third years at university; first in First-Year Law, second in class in Second and Third-Year Law. Now with his Harvard scholarship he also has won the R. S. Bowles, Q.C., prize for highest standing in jurisprudence, Hon. Alexander Morris Exhibition in Law for best aggregate standing in the full Law course, Margaret Hypatia Crawford scholarship for highest final-year standing and Carswell Co. prize for final year highest aggregate—a total of \$320 extra prize money. Also he had previously won the Ford and Harvard Law Fellowship as mentioned above. A remarkable series of achievements indeed for a young man who insists that he is not a "grind" at studies!



WILLIAM PORTER

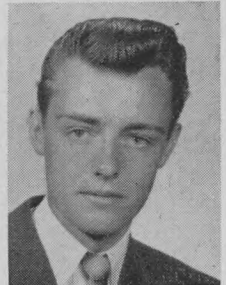
Here's another young university student who has this year brought pride and honour to his parents and himself. Bill, only 19 years old, is the son of Mr. W. Porter, assistant in our Auto Accessories, and himself has worked over the past years in Eaton's—Saturdays and holidays since he was 15. Bill won Legion and French scholarships in his Grade 12 year, and has now graduated with a B.A.



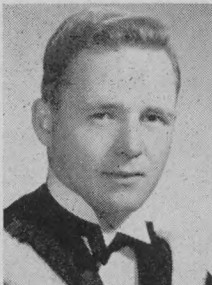
W. Porter

JO'N GARTH ARNASON

Garth is the 21-year-old son of Mr. A. Arnason, Garage and Delivery Manager, and has graduated in Commerce and Business Administration. Garth has believed in practical application and experience, like our other Eaton-family grads mentioned here. He is at present gaining more knowledge and practice in our Contract office, and has previously worked in the Budget Plan offices.



A. Fenton



G. Arnason

AL FENTON SETS HIGH JUMP MARK

... writes the Free Press. "Tremendous effort" was Kas Vidruck's comment on Al Fenton's performance in the high jump at the Inter-High Track Meet recently. Kas had felt it was almost impossible to make such a jump on a day as windy as was that Wednesday. Al cleared the bar at 5 feet 7½ inches to beat the old record by a clear half-inch—a mark of 1954. Mr. Fenton works in our Furniture Department Friday evenings and Saturdays.

Winnipeg Drug Department cosmetics demonstrator for Dubarry, MARGARET CURRIE, "made the news" in the May issue of the staff bulletin, "Beauty Capsules," which is published by Richard Hudnut and circulated among all representatives across Canada. "Meet Margaret Currie," says the article—and we quote "Margaret has devoted a good part of her life to winning friends and influencing customers in The T. Eaton Co. of Winnipeg; much of Margaret's success (her Dubarry sales for March were in the five-figure bracket), is due to her sincerity and contagious enthusiasm. . . . Marg says sales records are made to be broken and this she does with amazing regularity. . . . Speaking of a product successfully sold, Margaret said 'I like it very much and my customers are back telling me they like it, too. I have found that not being price-conscious is a great help in selling—I just sell the item for what it will really do for the customer.' Selling axioms? 'Treat your customer individually, royally, with undivided attention.' 'The only way to start a sale—be enthusiastic.'"



IN THE NEWS — THE ARTS!

Noticed the name of our JOAN McTAVISH among those interested in promoting the new summer theatre group under Arthur Zigouras, calling themselves The Shoestring Theatre. Good luck to them! Scene will be the Dominion Theatre.

Also in the realm of acting—congratulations to JOHNNY JOHANSSON of the Sporting Goods; he worked very well with commentator Hazel Cooper on "WHAT'S NEW," Eaton's TV show. Managed to present all those fishing gadgets without hooking or gaffing himself or anybody else!

Eatonians in the News—Continued

TRAFFIC-WISE AND SAFETY-CONSCIOUS!

When the Eaton visiting nurse, **MISS ROBENA CAMPBELL**, started off on her rounds one morning recently, she was not aware that this was going to be anything special in the way of daily work—just another day! However, it happened to be the time when the Tribune-sponsored contest for Safe Drivers was operating—and unknown to Robena—she was followed through downtown heavy traffic and school zones and so on out to her rounds, and she was then told of having won a safe-driving award. Self-taught at 14, Miss Campbell has motored most of her life—and she's thinking of framing that five-dollar bill she got, as a souvenir of a driving honour that very few can attain—which is evidenced by the contest results reported by the Tribune. Congratulations, Miss Campbell.



PERCY CARTER HEADS BAPTIST CHURCH ASSOCIATION

Mr. Carter, who retired from our Store Children's Footwear Department in 1956, was pictured in Winnipeg papers May 29 with the news that he has been elected Moderator of the Red River Valley Association of Baptist Churches. We know all our readers will join with us in extending congratulations and wishing Mr. Carter and all associated with him every success in this important religious work.



IN THE NEWS — SPORTS SHORTS

These Eatonians were all pictured last year or before, for their active interest in and direction of young people's sports activities in Winnipeg and adjoining cities. We take pride in noting in the Tribune and Free Press that they are again active in the ball and fastball leagues around town, busy doing good work and, incidentally, "making the news"—though with varying success in their fields at present. Take a bow, gentlemen:

DOUG MCGHEE, managing St. Boniface Native Sons, senior men's baseball league.
KEN NICOL, by the way, is again assisting as coach.

HANK BERGNER who is again piloting the Ramblers team in the senior "A" girls' league. Having a hard time just now, but Hank remembers when he brought the team through to the finals last year—and hopes for the top place this season!

We noticed **BILL PREDINCHUK'S** name as pitcher for the Selkirks in the senior men's baseball league; maybe somebody will give us the names of more of our Eatonians in the general summer sports scenes? Thanks.

DES BELANGER is active umpiring in the senior men's baseball league—also umpires numerous country tournaments over weekends. Des has had about ten years' active umpiring, including the Man-Dak league seasons.

IDEAS PAID OFF FOR THESE 14 WINNIPEG EATONIANS

Yes, as the Staff Training bulletin issued recently expressed it: "IDEAS for TOMORROW — Can Bring Cash Awards Now"! We have been glad to see the revival of interest during past weeks, and while major ideas are not, of course, easy to come by, it is always true that "practice makes perfect" and thinking is a prelude to action. Keep trying—keep thinking—and we know we will not only get More Suggestions we can use, but Better Ones! Try—and Try Again!

Mr. D. G. Ross , City Advertising (additional amount as final payment on accepted money-saving process).....	\$50.00
Miss N. Sochaski , Shoe Repair Shop, Suggestion Adopted.....	5.00
Miss M. Wilson , M.O. Copying, Suggestion Adopted.....	5.00
Mr. J. Mainella , Drugs, Suggestion Adopted.....	10.00
Mrs. F. Johnson , Grill Room Bakeshop, Suggestion Adopted.....	5.00
Miss O. Eldred , M.O. Copying, Suggestion Adopted.....	5.00
Mr. C. Vincent , Engineers, Constructive Thinking.....	3.00
Mr. E. N. Johnston , Men's Furnishings, Constructive Thinking.....	5.00
Mrs. M. Gamble , Grill Room Office, Constructive Thinking.....	10.00
Miss W. Ogibowski , M.O. Packing, Suggestion Adopted.....	10.00
Miss D. Handkamer , Buying Office, Constructive Thinking.....	5.00
Mrs. A. Sipos , Mail Order Office, Whitehorse; Suggestion Adopted.....	5.00
Mrs. L. Wilson , Girls' Wear, Suggestion Adopted.....	5.00
Mrs. G. Fridfinnson , Markers, Suggestion Adopted.....	5.00





IT'S "DAYLIGHT-TIME" ANY TIME WITH OUR NEW FLUORESCENT LIGHTING

When we planned to pay a tribute to the "new look" which the fluorescent lighting is giving to our store and mail order buildings, we thought we might give some simple explanation of what fluorescence is. However, we found page after page about it in the encyclopedia; we also found that the bright glow of the fluorescent tube involves molecules of matter, atoms that compose the molecules, and electrons which charge around in the atoms—in other words, we were in the world of electronics. So we would say more simply that this lighting is possible because certain chemical vapours sealed in tubes, are caused to glow by the passage of electricity.

It's a notable job that has been and is being done by our electricians and engineers. Our pictures on the opposite page give just a glimpse of the new lighting that is so improving the looks of our floors and the facilities for shopping and service now afforded. The top picture is our basement—where the Lower-Priced Store and Foodateria are wonderfully improved by the combination of fluorescent lighting, brightened overhead ceiling finish and light-toned tiling underfoot. Just a glimpse on the fourth, third and main floors, with the ceiling grid lights; and on this page, an idea of the many clerical and merchandise areas in the mail order benefited by this investment by the Company in better lighting. It's an investment of hundreds of thousands of dollars which will see our store building floors converted in succession, and mail order new lighting integrated with a major change in layout and "system" which in itself is another Company project of huge proportions.

Taken under their own lighting conditions, with just a few seconds' camera exposure, these scenes show the clear yet soft diffusion of light now being afforded. Today, when colour is so important, visual selling is equally important. How well this new light goes with today's trends in goods—familiar materials changed almost beyond recognition and a host of new and serviceable materials created, especially in the field of plastics. The lighting enhances the galaxy of colours that are a feast to the eye as well as serviceable; and so it is everywhere. We salute the new lighting—a help to all of us to give better service and satisfaction, and a help to our customers in giving a "lift" to the shopping atmosphere and making it easier for them to appreciate our merchandise.



Shown above: Top, Mr. R. Mitchell, Miss Mary Murray. Second row: Miss G. Couture, Mrs. D. Ferguson, Miss Nona Carrothers.

RETIREMENT HONOURS TO THESE FIVE EATONIANS

MRS. D. FERGUSON

Mrs. Ferguson retired from the Third Floor Fruits and Vegetables on May 23 after almost ten years in the department. Her colleagues gathered that morning to honour her and wish her good health and happiness for her future years and she was presented with a beautiful Aurora Borealis necklet and earrings.

MR. R. N. MITCHELL

Bob Mitchell, who celebrated a long-service term of 45 years with the Delivery and Freight Transport Departments in March (reported in our May issue), was again honoured by his department management and colleagues when he "called it a day" on Friday, May 30. Mr. A. Arnason said he once more welcomed the privilege of thanking Bob for being such a good representative of the Company, and presented him with the department's gift of a chest of silverware. May you and Mrs. Mitchell have long years of leisure and good health to enjoy its use, Bob!

MISS G. COUTURE

Miss Georgina Couture (Georgie) was busy opening up a multitude of personal and group gifts when we visited her on her retirement morning, May 30, in the M.O. Exchange. She retired that day after a splendid term of 39 years' Eaton service. Prominent among the many tokens of esteem and good wishes were the department gifts of an electric fry pan and an electric toaster. A clock, jewellery and personal gifts from friends and various groups who worked with her, were bestowed on her to wish her the best of health and happiness in her years of leisure.

MISS NONA CARROTHERS

One of the best-known and universally popular Eatonians in our Winnipeg "family" was given a retirement send-off marked by numerous events, when Nona Carrothers of the Meats office said good-bye May 30 after more than 39 years' service.

On Thursday, May 22, the office girls honoured her at a dinner at the Town 'n' Country. On Monday, May 26, the Third Floor and Basement Meat Departments and the Sausage Factory staff combined to do her honour at a dinner held at the Homestead, when they gave her a lapel pin. On the Thursday, former co-workers now in various other departments (and including a visitor from Vancouver) met at the home of Mrs. G. Gledue where Mrs. Gledue and Miss Margaret Gallaher were joint hostesses at a party in Miss Carrothers' honour, and she was the recipient of a gift of TV tables.

Thursday evening the Third Floor department gathered to make a presentation to Nona of two Royal Doulton figurines; and on the Friday morning her desk was again decorated and literally loaded with the many personal gifts and tokens from friends in her department and throughout the organization. May you have many years of good health and happiness to enjoy these remembrances, Miss Carrothers.

MISS MARY MURRAY

Mary is another Eatonian who ranks with the very best both in length and quality of service to the Company. She retired from the M.O. Drugs on May 30 after being in Eaton's—and that department—since April, 1916—over 42 years. (Continued on Next Page)

RECENT APPOINTMENTS

Winnipeg Store

Department W360—Pianos and Organs:
MR. A. WALLIS, Manager;
MR. R. M. SPICER, Department Manager.
Department W256—Electric and Gas Ranges,
Coal and Wood Stoves.
Department W257—Washers, Ironers, Dryers,
etc.
Department W1057—Washing Machine Serv-
ice and Repair.
Department 258—Electric Vacuums, Polishers
and Carpet Sweepers.
Department W259—Electric Refrigerators.
Department W1059—Refrigerator Service and
Repair.
Mr. N. R. FLOOD, Department Manager.

Edmonton, Alberta

Department E244 — Women's and Misses'
Coats, Suits, Dresses, Millinery, Furs and
Western Fur Promotion:
MRS. P. SNELL, Assistant in Section 4.

Saskatoon, Saskatchewan

Department S260—Radios, TV, Pianos, etc.:
Washers, Polishers, Electric Refrigerators;
etc., Gas Ranges.
Mr. R. ULSIFER, Department Manager.

Port Arthur, Ontario

Department Pt.A.209 — Women's Lingerie,
Foundation Garments, Wash Frocks, etc.
Infants', Children's and Teen-Age Wear:
MR. J. COCKELL, Department Manager.

Lethbridge, Alberta

Department L229—Men's and Boys' Clothing,
Made-to-Measure, Furnishings, Hats, Caps
and Furs:
MR. W. PALMER, Department Manager.

Prince Albert, Saskatchewan

Department PNC260 — Radios, TV, Pianos,
etc.: Washers, Ironers, Vacuums, Refriger-
ators, etc.: Gas and Electric Stoves, etc.
Mr. L. J. BREMNER, Dept. Manager.

LONG-SERVICE ANNIVERSARIES TO JULY 18

D. Dealley, City Dispatch, 40 years... June 24
Miss M. Halldorson, M.O. Copying,
35 years June 27
Miss D. Dee, M.O. Men's Furnishings,
40 years July 2
Miss J. Bjerke, M.O. Coats, Suits,
25 years July 3
Miss N. Kelly, Books, Stationery,
25 years July 3
C. Loveridge, Construction, 25 years... July 3
J. Reay, M.O. Drugs, 25 years..... July 3
W. McClenaghan, M.O. Control,
35 years July 5

Miss E. Cummings,
M.O. Correspondence, 35 years..... July 10
A. Kent, Customs and Traffic,
35 years July 10
Miss M. M. McRae, Men's Furnishings,
25 years July 10
G. B. Wilson, Lower Floor Men's Wear,
25 years July 10
A. Collins, Men's Furnishings, 40 years... July 16
Miss J. A. Farr, M.O. Jewellery,
25 years July 17
W. L. G. Odell, M.O. Budget Plan,
25 years July 18

GOLFING GIRLS HOLD GET-ACQUAINTED ROUND AT THE TUXEDO LINKS

The week-end of May 24 saw the Eaton Women's Golf Club touring the links at Tuxedo course, in a friendly session to make members better known to each other. It was a very successful and pleasant time, 45 players taking part and competing for the strictly-novelty prizes presented by President Mattie Halldorson. Ruth Davy won the low gross award and Flo Park was runner-up. After play, the girls gathered at the clubhouse for light refreshments and a social time. Friendly matches will be played during the season, and there's talk of a competitive "Totem Pole" scoring.

(Continued from Opposite Page)

On the morning of her last day, Mary was positively overwhelmed by the stream of well-wishers and the great array of gifts and tokens they bestowed on her to make the day memorable and keep her memories green. Piece-de-resistance was a luxurious lawn cart from the department; while a beautiful hand bag, numerous books, china and other personal gifts were among the many souvenirs.

In honour of Miss Murray and Mr. Jim Reay (who has an anniversary shortly), a joint banquet and dance celebration was held at the St. Charles Hotel Rose Room on her retirement evening. Department staff and wives, and old friends of Miss Murray and Mr. Reay from other departments were present. Mr. N. Gregg was chairman, and Mr. McGurk, retired department manager, presented Miss Murray with a silverware chest on behalf of the gathering. Songs dedicated to the guests of honour and a sing-song led by Mr. T. Dodds, with Jim Carson at the piano, added to the gaiety of the evening.

WHO'S FOR TENNIS?

Eatonians by the dozen, we hope, say our Eaton Tennis Club leaders. All set for play at

**Broadway-St. Stephen's Courts, Evenings
Monday to Saturday Inclusive**

Membership Fees—Eatonians, and fam-
ily, \$3.00 each. Associate members, \$6.00
each.

Clubhouse, with small lockers available.

KEN BOWMAN, M.O. Shoe Rebuy, Pres-
ident. Get in touch with him or these other
club members, for membership and infor-
mation:

Bruce Wallace, Staff Training, Store,
treasurer; Linda Arndt, Music 7th floor
Store, secretary; Mrs. Lawson, M.O. 28
Dept.; Ed Phillips, M.O. 167 Dept.; Doug
McGhee, Store Sporting Goods, 3rd floor.

WELCOME TO CANADA, MR. GRANT!



Mr. S. Y. Grant, pictured at left, is the Manager of all Eaton's Buying Offices in Europe—London, Leicester and Manchester in England; Belfast in Ireland; Paris, France, and Frankfurt/Main, Western Germany. Accompanied by Mrs. Grant, he is now on a cross-Canada tour that began May 16 and will find them back home just about two months from that date.

With Toronto, Winnipeg, Montreal and New York as main centres, Mr. and Mrs. Grant also will have visited Eaton's and Eatonians at Calgary, Vancouver, Victoria and other coast points, and Hamilton, Moncton and Halifax in the east, during their travels. It will have been a meeting of many friends, as all our buyers see Mr. Grant and his colleagues on their overseas trips, and now he is seeing them and their store operations on their "home grounds." May it be a most rewarding visit in every way, Mr. Grant, and may Mrs. Grant and you enjoy to the full our Canadian scenes and hospitality.



COUNCILLORS AND EXECUTIVES MEET FOR SEASON'S WIND-UP PARTY



During the several months of the term which they spend in Eaton's learning about retail merchandising, the members of the Eaton Junior Council (girls) and the Eaton Junior Executive (boys) are serious young students in an equally serious atmosphere.

Selected for their scholastic, and athletic standing, they study every Saturday morning during the fall, winter and spring at Eaton's, and work during the afternoon in various departments, thus acquiring both knowledge and experience about what has to be done in this great retailing business.

On the evening of Thursday, May 22, however, they reverted to their teen-age atmosphere and enjoyed the wind-up dinner and party which the Company arranged for them at the Parker House. Mr. T. M. Miller, Public Relations representative and the leader of the Executives, and Mrs. Lil Vadeboncoeur, Fashion Co-ordinator and leader of the Councillors, chaperoned the evening, and the really cool music by Glen Wood of the Contract Accounts office was thoroughly enjoyed. Since the two groups operate separately in their work, and only one or two of each can be from the same school, the success of the evening was ensured by the good-natured co-operation of all in "joining-in." It was a very enjoyable party.

Department News from the Store

BASEMENT STORE

Foodateria—By R. Berg

Congratulations to Hilda Soli and Hugh Cooper who were married May 17. Hilda was the recipient of an electric percolator and an electric fry pan at a shower held by her co-workers.

Mr. A. Carr presented Hilda with an electric mixer and a pop-up toaster on behalf of the department. Hilda's gift from the Store was a living-room mirror and pictures. The happy couple will reside in Steep Rock, Manitoba. Best wishes for long and happy married life.

We hope Beverley Bennett is feeling better after her recent operation and will be back with us before too long.

* * *

MAIN FLOOR

Jewellery, Leather Goods—By V. Bowerman

Congratulations to our manager, Mr. Alex Cranston, who celebrated his 30th year with the Company on May 21. He was the recipient of a gift, while Mrs. Cranston was presented with a lovely bouquet of roses.

We are glad to see Herta Tesch of our hand-bag department, back at work after her recent bout with the measles.

We hear Jerry Gregoire launched the boat that he had built, down at the lake on his long week-end. So far it is still floating. We are wondering if he launched it with a bottle of champagne. Good luck, Jerry!

Notions—By Doreen Romanow

We would like to drop in with a warm and cheery hello to Doris Berg. You're missed by all of us, Doris, and we're looking forward to seeing you again very soon. Also Mrs. Reid and the girls send you an "S.O.S."

At time of writing, Helen Pauls is away "under the weather." Hope you'll be back with us quite soon Helen.

Recently we have had three of our girls away ill, but are glad to report all are on the mend and back at work. They are Eva Bergstrom, Florence Findlay and Doreen Sencan.

Our sincere sympathy to Helen Pauls in the recent loss of her mother.

Books and Stationery—By M. C. Lawton

Congratulations to our Mr. Terry Martin and Mrs. Martin in the arrival of their second daughter (Heather).

Pat Boyce was honoured by the Women's Auxiliary of her church recently, when she received a silver lapel pin in appreciation of her work with the "small fry" on Sunday mornings.

Quarter-Century Honours to

Miss Nancy Kelly and Mr. W. King

Their official dates come up in July and August, but due to vacation absence we held our celebrations early. A department smorgasbord and dance party was held to honour Nancy and Bill, and Ray Monteith was M.C.

On behalf of the whole staff, Mr. S. C. Florence, Manager, thanked them for their good service, then assisted by Mr. E. Freeman, made the presentations from their co-workers. Miss Kelly was the recipient of a wrist watch and Mr. King a chair, with best wishes for future Eaton years. Nancy has flown over to Bonnie Scotland and Mr. King and family will vacation in California for July and August. About 90 department staff, Eaton friends and business associates were present to honour Nancy and Bill.

Agnes Flynn left by plane for England on May 31.

Absent as we write, due to illness (measles yet!), Eva Cram.

In Misericordia Hospital as we write, Mary McIlveen. Glad to report that we hear she is progressing well.

SECOND FLOOR

45th Anniversary for Alfred Tempest

Delayed a little because the universally popular Mr. Tempest was away on a long European buying trip when his April 23 anniversary came around.

However, on Wednesday evening, May 28, at the Parker House, a department party was held in his honour with Mr. J. Murray as chairman. Present as special guests were Mrs. Tempest, Mr. L. Christie, Mr. P. Thompson and Miss M. Fraser of the Mail Order, Mrs. Christie, Mrs. Thompson and Miss Rosser.

On behalf of the department, Mr. Milne then presented to Mr. and Mrs. Tempest a set of two lawn chairs with shade umbrella and a set of lawn beverage holders. A gift of another lawn chair from the supplementary staff was presented by Miss M. Reid, with good wishes from all for continuing years.

Jointly honoured at the party was Mr. W. G. Milne, transferred from the department to signature in Children's Footwear. To Mr. Milne, Mr. Tempest presented a lawn chair and table.



Percy Cranston Honoured on 35th



Celebration of Mr. Cranston's "35th" was delayed a while as on his anniversary day, May 1, he was away in the east on a buying trip.

On the evening of Monday, May 12, Mr. Cranston was guest of honour at a department dinner at the Parker House, about 46 staff, wives and friends of the guest of honour being present. A lovely evening was enjoyed by all,

with dancing and fun. The department gift of an outdoor barbecue grill was presented to Mr. Cranston with good wishes for continuing happy years with the Company, and numerous personal tokens accompanied this and others presented to him when he met well-wishers at his desk next day.

Jointly honoured at the party was Mr. W. J. Hobday, on the occasion of his being transferred to signature in the Children's Footwear. A presentation of a pair of lamps was made to him with every good wish for continued success in his new department.

Self-Serve Fashions—By N. Jackson

Welcome to our supplementary staff girls who have returned to help us through the summer months.

Our sincere sympathy is extended to Shelly Davis in the loss of her nephew.

Employment Office

Good wishes to Doug McPherson who again has accompanied the Winnipeg Eatonians on their chartered flights to England. May they all have a lovely time.

On Tuesday, May 27, we congratulated Maureen Craig on her 21st birthday. A cake with suitable candles was presented—and we all enjoyed it. She was the recipient of a gift from her office colleagues. Many happy returns, Maureen!

THIRD FLOOR

Hardware—By H. Smith

Mrs. Jean Lacombe left us on May 23 to take up housekeeping. Jean had been with the department as a cashier for nearly 15 years and will be greatly missed for her efficiency as well as her charming personality. Mr. Cable presented Jean with a "Duraflex" camera on behalf of the department.

Also in Jean's honour the girls in the department, numbering 35, held a dinner at the home of Mrs. A. Allyn, Wolseley Ave., on Wednesday, May 14, and presented Mrs. Lacombe with a Royal Doulton figurine. The party was a big success.

* * *

FOURTH FLOOR

Furs—By Ev Turner

April 12 was the date when Joyce Collins decided to leave us, and on the 19th we all gathered at the home of George and Betty Gould for a party in her honour. A presentation of an electric frying pan was made during the evening. Anyone for darts?

A big "hello and we're happy to have you" to all the storage staff who were back again this season to help us.

Our deepest sympathy is extended to Ina Wilson in the loss of her mother, to Nell Sim in the loss of her mother-in-law, and to Nora Woodman in the loss of her father.

Lingerie—By C. Johnson

A hearty welcome is extended to Miss Vera Giesbrecht who has joined our office staff.

This month we bade farewell to Mr. G. Diduk of the stockroom and Mrs. H. Neufeld of Lingerie office.

Sorry to report at this time that Miss W. Dersho of the Foundations, is away ill, and we hope to have her back soon.

Mr. R. Crispin of the stockroom is enjoying a month's vacation in England. We hope he is having a lovely time.

* * *

FIFTH FLOOR

Boys' Apparel—By A. Croan

All our good wishes for a lovely vacation—his Quarter-Century—to Mr. Graham Scrivener and Mrs. Scrivener. They are touring Britain and the Continent during May and June... we hope to have more news on their return.

35th Anniversary Party Honours William Ford

It was on Wednesday, May 21, that Bill Ford's anniversary rolled around and his colleagues in the Studio and Photographic Workroom planned a fitting celebration.

That evening Bill was invited to the home of Mr. and Mrs. Weston on Riverside Drive where the staff and wives had gathered to honour him. An evening's social time and fun, capped with a most delicious buffet supper, was much enjoyed, and during the festivities Bill was presented with colour-photograph films, the gift of his department.

Mr. and Mrs. Ford went on a holiday to Ottawa following the anniversary, to visit their son. Many more happy Eaton years with good health, Mr. Ford!



SIXTH FLOOR

General Office—By Shirley King

We were sorry to say good-bye to Andy Lough who left us to take up housekeeping. Andy was presented with a floor polisher from the staff with all our good wishes.

Justine MacKenzie surprised us by returning from her holidays under the name of Mrs. Dick Keir. She received a toaster from the staff. We all wish Justine and Dick the best of health and many years of married happiness.

Welcome back to Jean Shiels who just returned from a wonderful holiday in Europe. Also we hope Gladys Dight has a wonderful time on her trip over there.

We welcome Ann Cherry, a newcomer to our staff.

Sincere sympathy to Sybil Hanneson in the loss of her sister.

Long-Service Achievement —
Forbes Grassick's 45 Years



"I started just as a boy," said the youthful-looking Forbes, when we found it hard to believe in his long Eaton service of 45 years. Good to see you looking so young still, Forbes!

And his colleagues evidently wish Forbes to preserve his youth, they were helping him not to get overworked when they gave him an anniversary gift of the power lawn mower at left front of the picture. A gift of a lawn table was added by a group of Mr. Grassick's friends, among many personal gifts and messages of congratulations and good wishes for more happy Eaton years—including that 50th anniversary

Correspondence and Telegraphs

Our new stamping machine in the correspondence office is a welcome and helpful addition.

We were sorry to lose Grace Russell who left us on May 30. She received silverware from the department as a parting gift.

Welcome to Margaret Milne, replacing Grace in Correspondence, and to Lou Besko, our new girl in Telegraphs.

Carpets—By Gladys McLean

Our department was well represented at the Winnipeg Floorcovering Association Golf Tournament held at Elmhurst on Wednesday, May 21, and a good number were counted among the winners of prizes. Mr. R. White, a retired member of our department, won the cup for second low gross, and also received a beautiful clock radio. Our Mr. W. Andrew is secretary-treasurer of the association, and did a very good job.

Sorry to report two of our members were in a car accident: David Page from the Workroom and John Funk from Carpet Stock. John has a broken jaw and is hospitalized—hope you will soon be fully recovered, John.

We hear Hank Bergner is taking the usual interest in the girls' softball and is managing the Winnipeg Ramblers. We hope to hear great things of you, Hank, before the season is over.

Our deepest sympathy to Ray Holland whose grandmother passed away May 23.

Draperies



Miss Lillian Prince Says Good-bye After Over 27 Years' Service

Lillian (married May 27 and now Mrs. L. Petersen), left us on May 16 and will be living in Council Bluffs, Iowa. She was presented with a parting gift of a beautiful hand-worked banquet cloth and Mr. H. Cooper, Manager, expressed the thoughts of us all in wishing Lillian everything good in health and happiness in her new home.

* * *

SEVENTH FLOOR

By Jan Chorny

We wish to welcome to our staff Mr. Bruce Gordan, formerly of 470 Furniture. Hope you like being with us, Bruce. Also a big hello to Miss Nancy Anderson who is back again with us for a while to give our Art Department a helping hand.

"Bon voyage" to Miss Gwen McMillan, one of our artists who has gone on the Eaton European tour for her holidays. Hope you have a grand time!

We said good-bye to Miss Nina Gurowka who has left us to return east. We wish you the best of luck, Nina.

Congratulations to Miss Pat Stevenson who recently received a dazzling diamond. The lucky man is Mr. Peter Burrows.

* * *

NINTH FLOOR

Women's Garment Alterations—By A. Smith

April 2 was more than just the second day of April for Miss Ethel Maguire—it was the day of her 30th anniversary with Eaton's. Her colleagues gathered that morning and Mr. N. Batting made the department presentation on their behalf—a piece of travel luggage. Ethel received personal gifts from her friends and hearty greetings were brought by many during the day. Keep up the good work, Miss Maguire!

Our best wishes for a speedy recovery go out to Mrs. Ritchie. Hope to see you back with us soon.

A cheery welcome to the newcomers in our department: Mrs. Poirer, Mrs. Partics and Mrs. Krause.

Speedy recovery wishes going out to Mr. N. Batting now in hospital. Hope to see him back by the time this appears in print.

Deepest sympathy to Miss H. Lemoine and family in the loss of her mother.

* * *

STORE SERVICES

Parcellers—By F. LeMasurier

A farewell was said to Mrs. Betty Edgar on May 30 when she left the Route Markers to take up permanent housekeeping. On behalf of the department Mr. J. Johnstone presented Betty with an electric fry pan. The department girls also held a dinner in her honour at the Nan King, where she was presented with a TV lamp and a crystal cocktail jug. Good luck health and happiness, Mrs. Edgar.

Best wishes to Arlene Breland who became the bride of Mr. Berriault on Saturday, June 7. Mr. Norman Nelson has left City Carriers to work in the M.O. Sportswear. Every success, Norman!

Miss Elda Cormier will become the bride of Mr. Krysko on Saturday, June 21. We wish them long and happy years together.

We wish a speedy recovery to Heather McAndrew who is recuperating at home after an operation.

Elevator Ups and Downs

By Aldous Brow



Alfred Hamilton Honoured on 45th Anniversary

May 27 Alfred (Hammy) Hamilton celebrated his 45 years with the Company and all of his time with the Elevator Department.

On the ninth floor that morning, amongst tastefully decorated surroundings, Mr. R. Murrow, Inspector, presented Hammy with a wallet and key case on behalf of his fellow workers. Congratulations, Mr. Hamilton — well done!

Congratulations to Joyce Evanchuk who came in one May morning with a beautiful diamond on that all-important finger. The lucky fellow is Jim Gauthier of Transcona.

Another new branch on the family tree of Terry and Bill Kindret was added May 8 when Baby Lynne (6 lb. 6 oz.) arrived at St. Boniface Hospital. Congratulations from all of us.

Our sincere good wishes to Bernice Hotz and Michael Leochko who were married May 10 in St. Vladimir and Olga Cathedral.

Beverly Giles left May 25 with her mother and sister for a month-long visit in Ireland and Scotland. Hope you have a wonderful time, Beverly, and don't forget to kiss the "Blarney Stone."

To Shirley Schindle, a new member of our department, welcome—and may your stay with us be a pleasant one.

We'd also like to welcome back Betty Jarmuski to our night girls' staff.

Glad to have Joyce Evanchuk back after her illness, and our best wishes for a speedy recovery go to Joyce Hetherington who is now at home convalescing after a recent operation.

* * *

ALEXANDER AVENUE WAREHOUSE

By K. Laurie

Back to work after a long illness, Mr. J. P. Wiley, Time Office. It is nice indeed to have him back on the job.

Our deepest sympathy to Mr. D. Kemp and family in the recent loss of Mrs. Kemp.

Our sympathy also goes to Mrs. Tom Heatley and family. Tom, who passed away so suddenly, will be missed by all of us in the warehouses.

Printing—By Margaret Torrance

We are pleased to welcome back to work Mr. George Wells and Mr. Stan Speer after several weeks of illness.

It is nice to see Mr. Preston Wiley's smiling face in the Time Office again after his stay in hospital and convalescence at home.

Mr. Adam Ainslie Watson, after 12 years of efficient service, left our department and country to seek his fortune in the country to the south of us. I'll bet the "Whip" has a new theme song these days, "California, Here I Come." Ainslie is well thought of by his friends and fellow workers for he has a pleasant, cheery manner and his own peculiar sense of humour. The gift from the department was a "Trapper Point" blanket and best wishes for health, happiness and prosperity for him and his wife, Eileen, as they make a new home for themselves in their new land under a new flag, The Star-Spangled Banner. Hi, Bill Thomas and family in California! Bring out the band, the Watsons are about to land.

was, he said, a veteran of the Great War as well as a veteran of Eaton service. To mark the occasion, Mr. Calvert was presented with the smart and useful portable radio we see him holding in our picture—and may it bring him many happy times in his leisure hours.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

Watch and Jewellery Repair



Delivery

45-Year Honours for David McFadzean

Tuesday morning, May 13, dawned on a great day for the popular Department Manager of our Delivery and Freight Transport service. Before the men pulled out on their rounds that morning, they gathered to honour their boss. Mr. A. Arnason, Manager, expressed his own and the Company's thanks for Dave's many years of good service, and on behalf of the staff presented Mr. McFadzean with a handsome (and roomy) golf bag as shown, and with golf balls in the pocket.

May he have many happy rounds with it in continuing good years with Eaton's.

Drivers Honour James Calvert on 35th Anniversary



A grand period of good service and co-operation, said Mr. A. Arnason, Manager, in congratulating Mr. Calvert of the Delivery staff on reaching his 35th anniversary, May 29. Jim



John Russell Goes South for His 35th Anniversary

The actual date of the 35th Eaton anniversary for John was May 22, but his plans called for an early departure on an extended trip to the southern states, centred in Savannah, Georgia, with relatives. So on Thursday, May 8, the Watch Repair Department (John's business home) fancied up his desk and bestowed their goodwill tokens on it, prominent among them being the lovely English bone china figurine, gift of the department.

Mr. and Mrs. Jack Scott, formerly of our department, left to take up permanent residence in Vancouver. Good luck and lots of happiness to them.

Related congratulations to Mr. and Mrs. Ted Newman who recently became proud parents of a baby girl.

Congratulations also go out to Mr. and Mrs. Tom Bremen who became parents (a son) for a second time.

Sorry to hear of the death of Mr. Jim Simpkins, a former jeweller in our department.

Very belated congratulations to Ron Collins, Kline Virtue, Godfrey Zimmerman and Jim Thomson on winning the Mail Order Curling bonspiel.

Glad to hear that Mr. Otto Manthey is on the mend after his sojourn in the hospital.

Clayton Funshon, after a short stay, has left us to live and work in Moose Jaw. We wish him success and happiness there.

M.O. Packing and Money Returns

By K. Thiessen

Congratulations and best wishes to our girls who became engaged in May: Isabel McWhinney to Russell Evanochko, Anne Meklovich to Harry Westra and Dolores Anderson to Eddie Kuehn.

Welcome back to Mary Patton after her unfortunate accident.

Glad to hear Thorun Thomsen is making a good recovery from her recent operation.

Ruth Kohut was married May 24 to John Karoluk at Holy Trinity Church.

Best wishes to Gladys Harwart and Reinhold Verch who were married in the Kingdom Hall on May 3.

We offer our sincere sympathy to Fred Mills in the loss of his mother, who passed away May 28.

Charles Ridgedale Honoured on Completing 35 Years



May 31 was the anniversary of Charlie Ridgedale's Eaton service of 35 years, so celebrations were held on Friday, May 30. That morning Mr. Ridgedale's desk was the gathering point for a ceremony of presentation of a handsome and useful leather windbreaker from the department staff, a fishing reel from the gift fund and numerous personal gifts and messages.

In the evening a stag party was held in his honour at the home of Mr. Jack Ridgedale, when he was presented with that roomy and useful "Travelite" bag. Happy journeys, Charlie—and many good years to come with Eaton's!

* * *

FOURTH FLOOR

M.O. Footwear—By Mr. N. McDonald

We are sorry to have to report that Mrs. G. Muloin is confined to her home recuperating after suffering a back injury. Glad to say both Mr. R. McLean and Mr. R. Gray are home from hospital as we write, and we wish them steady recovery.

* * *

FIFTH FLOOR

Books and Stationery

We would like to say good-bye to two of our girls who have left us recently. Mrs. Doris Critchley left on May 16 and was presented with a blouse and lingerie by the department. The girls held a dinner in her honour at the Mardi Gras restaurant when a pen and pencil set was presented.

Miss Bernice Spring has been transferred to the Stock Audit, and was presented with an Optina camera on behalf of the staff. May 30 was Berni's last day with us but we hope to entertain her soon.

Our very best wishes for a happy future and success in their new jobs.

* * *

SIXTH FLOOR

M.O. Adjusting—By J. Baynes

On May 30 Dorothy Newman left to become a lady of leisure. She received a number of lovely gifts from her friends. We hope you will come and see us sometimes, Dorothy.

35th Eaton Anniversary Celebrated by Brian Hill

Mr. Hill was honoured on achieving 35 years with the Company on May 14. That morning Brian's desk was the centre of interest in the

M.O. Adjusting Department, and the focus of attention among the many nice gifts was a handsome wrist watch bestowed on him by his co-workers to mark the long-service anniversary. Numerous gifts of sport apparel and other personal items also were his, with all wishes for continuing years with the Company in good health and happy times.

Big Celebration—35 Years for James Burns



On May 29 Jim Burns, the genial Irishman in the M.O. Household Linens, celebrated his 35th anniversary with the Company. Mr. Dave Carson, assistant, presented a beautiful harp-base coffee table to Jim on behalf of the department, and Mr. W. Hogg, Department Manager, expressed his appreciation for the cheerful co-operation always given by Mr. Burns during his many years in the department. Jim enjoyed a busy day receiving congratulations from his friends in the Mail Order and Store who dropped in to wish him well.

That lovely lounge cart visible in the front of our picture, was the gift of Mr. Burns' numerous friends in sixth floor departments who banded together to honour him with a joint—and truly luxurious—gift!

A dinner in honour of Mr. and Mrs. Burns was held in the evening at Moore's. The guests included the staff of the department, retired members and a large turn-out of supplementary employees. Mr. Dave Carson, chairman, spoke of Jim's activities in the Masonic and Orange Lodges and his close association with Regent's Park United Church.

Mr. Hogg described Jim's years in Eaton's and stressed his friendly and happy personality which made his life indeed a successful one. Mr. J. H. Egerton, retired department head, wished the honoured guests happiness and health on behalf of the retired members. Mr. and Mrs. Burns have three daughters and eight grandchildren.

A most enjoyable finale to Mr. Burns' anniversary day was a reception at his home arranged by his daughters in honour of their parents.

M.O. Household Linens—By F. Rogers

Good news from Bea Adamac of our department—she is feeling much better after her operation. A speedy recovery wish from all your mail order friends, Bea!

* * *

SEVENTH FLOOR

M.O. Copying—By M. Shepherd

Several of our staff members migrated to new parts this last month. They are Ann Palmer and Betty Durand, who left to reside in California; Joan Butler who left for her new home in Arnprior, Ont., and Dolores Bunkowsky who returned to her home at Morris, Man. We wish you all the best, girls.

Before leaving, Betty Durand was presented with a watch and earrings from the department, and the girls held a party in her honour at the home of Janet Millar, where Betty received a cardigan sweater.

Joan Butler received a necklace, bracelet and earring set from the girls on leaving.

Florence Normand was married on April 19 at St. Eugene Church to Tom Loewen. She was presented with an electric kettle and a cream and sugar set from the girls before leaving.

Congratulations to Marie Plouffe who received a lovely diamond on May 23 from Earle Masters.

June 1 was the day chosen by Tina Penner for her marriage to Henry Friesen at the Sommerfelder Church, Winkler, Man. The girls held a dinner at the Wah-Lai Gardens in honour of Tina and presented her with an electric fry pan. She also received many useful gifts when leaving.

Glad to see Fran Sadler and Dot Hunt back after illness.

Our deepest sympathy is extended to Emily Halldorson in the recent loss of her father.

Infants' Wear—By D. Tessier



Robert Eaton Honoured on 35th Anniversary with Company

Friday the 23rd of May was a memorable occasion around our department, when Mr. R. Eaton, Department Manager, celebrated his 35th anniversary with the Company. To him is extended our congratulations and best wishes for happy and healthy future years with the Company. Mr. W. Young, Assistant, presented Mr. Eaton with a transistor pocket radio on behalf of the staff; and this was accompanied by numerous gifts from friends and well-wishers.

A dinner was held on Thursday at Chan's with Mr. and Mrs. Eaton as guests of honour. Guests numbered around 45, staff and wives and a few close friends from other departments.

Mr. and Mrs. Eaton have departed on a trip to Ireland to visit his family and old acquaintances. We hope they are having a wonderful and happy vacation.

Best wishes to Rosemary Fuerst as she departs to become the bride of Johnny Booth and take up residence in Vancouver. She was presented with a blanket from the department. Also a dinner was held in her honour at Chan's on the 27th where she was the recipient of a beautiful chenille bedspread.

We extend our best wishes to Jennie Hertz who has been transferred to M.O. Exchanges. She was the recipient of a lovely lamp. It sure is quiet at the end of that belt now, Jennie!

Lingerie—By Bea Nash

The girls of the department entertained at a dinner at the Mardi Gras on May 27 in hon-

our of Susan Warkentin, who was married to Henry Seimens on June 7. Susan was presented with a steam iron at the dinner, and the following Friday received a gift of bedding from the department. Our very best wishes for many happy years together, Susan and Henry.

We are glad to welcome Paul Dryden back after his long illness.

M.O. Budget Plan—By Janet E. Britain

Congratulations to Mr. and Mrs. Wally Street on the arrival of a baby daughter, Donna Lee on May 15. The chocolates were delicious, Wally.

We were all very sorry to say good-bye to Louise Gaba as she left us this month to take up housekeeping. Louise received an electric fry pan from the office and many other gifts from all her friends. We wish her all the best in the future.

Congratulations and best wishes to Sylvia Miluck on here recent engagement. The lucky fellow is Ian Carlyle.

Our sincere sympathy is extended to Lorette Lizotte in the death of her brother.

* * *

EIGHTH FLOOR

Catalogue Distribution, Salesroom, Phones

By M. Taylor

Welcome back to Mr. Scott Marshall who was ill with flu. Also to Miss Jo Ness who has been away ill for some time. Glad to see you back again. Congratulations to the lucky girls who received lovely diamonds: Myrna Bryan, Sylvia Tymchyshyn and Carol Cheater.

Good luck to Joan McConnell who left April 23 to be married; to Denise Buars who left April 14 to be married, and also to Lorraine Rettaler who left to be married. All the girls received numerous lovely gifts.

Good luck to Joan Siegers who is now working in the Mail Order Divisional Office.

As we go to press Lil Clarke is in the hospital. Hope your stay won't be long, Lil.

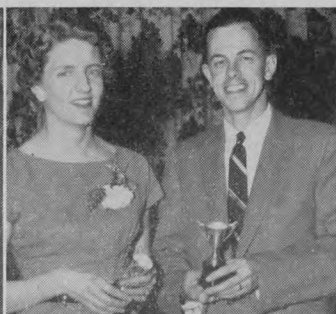


Golden Wedding Is May Event for Eatonian Walter and Mrs. Kenchington

Winnipeg papers carried the picture and story of Mr. and Mrs. Kenchington's 50th wedding anniversary, an event of May 6. Mr. Kenchington is an Eatonian, retired since 1952, from the M.O. Packing after 36 years' service.

A reception was held in their honour on the Sunday preceding their anniversary, at the home of their daughter and son-in-law, Mr. and Mrs. W. Light, 501 Arlington Street. Born in Hampshire, they were married in All Saints' Church at Branksome in Dorset, and came to Canada and Winnipeg in 1913. Mr. Kenchington and his wife have continued to live in their home at 133 Arlington Street since his retirement. We join with all his old friends in congratulating him and his wife on this happy celebration.

(Continued on Page 26)



EATON BADMINTON CLUB FINISHES SEASON WITH A GAY DANCE AND SUPPER

And in case of any question, we do mean dance and supper—for our gay bird-chasers held a reception and dance during the evening and then gathered around the loaded tables for a delicious buffet supper to complete the festivities.

The scene was the dining-room of the R.C.A.F. Station. Over a hundred attended, members and wives of the air force who had been playing partners with the Eaton Club through the season. President Jack O'Leary was chairman of the event, but we noticed he modestly kept away from our roving camera—handled by Harold Gould of the Men's Clothing, who is an active player with the group and includes expert photography as one of his hobbies.

During the course of the evening the president thanked all those present, and all who had been active in the club, for making it a most pleasant and successful season. Presentation of trophies and prizes was in the hands of Mr. B. C. Sutherland, Personnel Manager, who thanked the club for being invited to do the honours and share in a lovely time. The president requested Mr. Sutherland to convey to the management and the Sir John C. Eaton Memorial Fund, their thanks for support and assistance.

Top left picture, left to right, includes: Mr. Bill Bellas and Mrs. Bellas (Bill won the men's singles event). Next are Mr. and Mrs. K. MacLean, then Mrs. and Mr. B. C. Sutherland.

Right side, down: Yvonne Mackenzie and Don Lockhart, mixed doubles runners-up; Bob Bowman and Bob Demers, men's doubles winners; Ev Spenceley and J. LeBoutillier, consolation mixed doubles winners; Lynne Bowman and Bob Demers, mixed doubles winners.

Marg Wahl and Jean Arnett (not shown), won the women's doubles.

Bottom right, Mr. Sutherland is presented with an honorary membership in the "Bird-Chasers" (Badminton Club), and a badminton-bird desk pen set, by Mr. Bellas. Left, a glimpse of the dance.



From Bill Hurlburt, retired editor of Contacts, we have received a newsy missive from which we quote: "Wherever you wander across this broad land you find fellow Eatonians, a welcome handshake, and oftener than not, old friends.

"Returning from the west coast recently, we swung into the beautiful Okanagan valley. At Kelowna we saw Charlie Mitchell—one-time laces and handkerchiefs buyer, later men's wear manager at Calgary, from where he retired. Energetic as ever, Charlie is chairman of Kelowna's Town Planning Committee and active in local affairs. A lovely visit in his lovely home overlooking the lake, with a background of snow-capped mountains. Son Harry also is a Kelowna resident. Mr. M. J. Clow of Eaton's Heavy Goods Store sends greetings to former Dauphin colleagues and others here.

"Saw many former Winnipeg Eatonians in Vancouver and Victoria: Jim Fisher, Jim Jenkins, Neil Bergstrom among those we chatted with. At Edmonton, Ross McLean, Jack Maley

(an old ex-cavalry associate who still likes riding, he told us); Bill Munro, Ron Gilmour, Jack Hartley—and that most enthusiastic and friendly Eatonian, Editor Helen Saunders of the staff 'Edmontonian.' A wonderful thing, this family of Eatonians'!

Just as we were closing out for this number, we were visited by Mr. Alfred Taylor who worked in our M.O. Packing for 25 years, starting with 1905 Store opening, then moved to the west coast where he is now retired from Federal Government work. Mr. Taylor told us that at the funeral of Percy Rowland (reported below), the six pall-bearers—all Winnipeggers—included Percy's old colleagues from the M.O. Packing, Alfred Taylor, James Flack, Wilf Chapman, and also Jack Slater from M.O. Footwear. Dick Lemonton, retired from M.O. Adjustments was present.

Mr. Taylor who is here with his wife, is also making a particular point of visiting with old friends Mr. and Mrs. Kenchington (page 24) with whom he lived as a young man. Happy visit, the Taylors!

CONTACTS

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Vol. 34 JUNE, 1958 No. 6

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

IN MEMORIAM (Continued)

JOSEPH PERCY ROWLAND

Mr. Percy Rowland worked for our M.O. Packing Department from October, 1916, until he retired in 1944, a term of about 28 years. He had been living for the past 12 years at Victoria, Vancouver Island, and his death occurred there on May 30 at the grand age of 85. He leaves a widow, Theresa, two daughters and six sons, also grandchildren and great-grandchildren. To them we convey the sincere sympathy of Mr. Rowland's former colleagues here and retired, and other Eatonians who knew him.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother
Mrs. A. Robinson.....M.O. Seeds
Miss J. Reid.....General Office
Mr. R. Elleker.....Boys' Clothing
Miss H. Ferguson.....Grill Room Kitchen
Mrs. I. Wilson.....Fur Storage
Miss Hilda Sim.....Cash Office
Miss H. Lemoine

Women's Garment Alterations
Mrs. H. Thompson.....Fancy Goods
Mrs. M. Preece.....Lower Floor Meats
Mr. F. Mills.....M.O. Packing

In the Loss of a Father
Mr. A. McLachlan.....Warehouse
Mrs. D. Doig.....Sales Office
Miss B. Nicol.....Foodateria
Miss E. Halldorson.....M.O. Copying
Miss L. Vancott.....M.O. Money Returns

Miss N. Barger.....M.O. Cashiers
Mrs. M. Wedlake.....China

In the Loss of a Brother
Mrs. A. Bennington.....Fashion Accessories
Miss L. Lizotte.....M.O. Budget Plan
Mr. F. Zelisney.....M.O. Footwear
Mr. C. Fry.....Receiving
Mr. A. F. Harding.....M.O. Hardware
Mr. D. Ducharme.....M.O. Carpets

In the Loss of a Sister
Mr. J. Allan.....Receiving
Miss S. Hannesson.....General Office

In the Loss of His Wife
Mr. Dave Kemp.....Warehouse

In the Loss of Her Husband
Mrs. M. Egan.....Telephones

In Memoriam

A BELOVED EATONIAN PASSES WITH THE DEATH OF WILLIAM "BILLY" RUSSELL

It was only as recently as Tuesday, May 20, that Mr. O. Cain, manager of Billy's old department here, Men's Furnishings, called on Mr. Russell at the Ontario Hospital in Toronto and found him apparently recovered from illness and waiting to go home. The sad news of Billy's death from a heart attack Sunday, June 1, came on Monday morning.

Joining the Company as a lad in 1901, Mr. Russell earned the interest and approval of our late President, Sir John, and was transferred to Winnipeg in 1907 where he became one of our most popular and well-known staff members and served until his retirement in 1950—49 years. For years he held the distinction of the West's Eatonian with longest Eaton service. He was back in Winnipeg for long holidays and worked some periods in his old department—confiding to Contacts on his last visit that nowhere had he been able to find just such comradeship as Winnipeg Eatonians and customers had given him. We mourn the passing of an Eatonian of sterling character and service.



EDWARD F. HOLMES



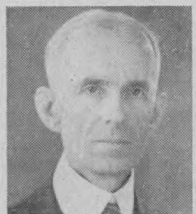
Mr. Holmes, retired from the M.O. Piece Goods, died on May 5 at the age of 80. He was for many years section head of the Woollens, retiring in 1942. Yorkshire born, he came to Canada and joined the Mail Order in 1912. To his surviving family of three nieces and two nephews, we tender the sympathy of all Mr. Holmes' many colleagues and friends here in their bereavement.

MISS MOLLY SCHNEIDER



A member of the staff of the Drapery Workroom, Miss Schneider passed away May 13 at the age of 46. Born in Kansas, U.S.A., she came to Winnipeg at the age of two and was a member of the workroom staff for 23 years. To her mother, Mrs. Molly Schneider of Winnipeg, two brothers and two sisters, we convey the sincere sympathy of Miss Schneider's co-workers in the department and her many other Eaton friends in their sad loss.

ISAAC MARSHALL BLUNDELL



A member of a very well known and respected family of Eatonians—one of three brothers who worked for Eaton's in Winnipeg and the West—Mr. Isaac Blundell died on May 9. Born at Port Elgin, he was a member of our Drapery staff from 1913 to 1949 when he retired—about 36 years. A Mason, and a member of St. Matthew's Church,

Mr. Blundell in his earlier years achieved more than local fame as a fencer, and in Toronto and Winnipeg often refereed the fencing contests. To his daughter, Mrs. Harold Morgan, with whom he had been living, we express the deep sympathy of Mr. Blundell's Eaton colleagues and other friends.

MISS LENA GOODMANSON



A member of the M.O. Dress Workroom, Miss Goodmanson retired in February, 1957, after 32 years' Eaton service. Her death occurred May 18 at the age of 61. Miss Goodmanson was born in Gardar, North Dakota, and joined Eaton's shortly after moving to Winnipeg. She is survived by three brothers and five sisters, and to them we offer the sincere sympathy of her many Eaton friends in their loss.

THOMAS HEATLEY



The sudden passing of Tom Heatley at the age of 67 on June 2 was a sad blow to his family and to his many friends in the Eaton organization here. Mr. Heatley, who was born in Scotland, came to Canada 48 years ago and worked for Eaton's from October, 1925, until he retired from the Receiving in 1956, a term of about 32 years. He was an active member of Calvary Temple. To his widow Doris, son William and two daughters (one of whom, Mrs. M. Wedlake, works in the China Department), to his grandchildren and his surviving brothers, Eatonians join in expressing deep sympathy in their bereavement.

ANDREW OSWALD

Mr. Oswald, who retired from our Delivery Department in 1946, passed away June 1 in Hamilton, where he had been living for some years. Joining Eaton's in 1912, Mr. Oswald worked for the Stables and Delivery Departments during his long service, attaining the position of stable boss when the Delivery was horse-drawn. To his surviving relatives we offer the sympathy of his old colleagues and many other friends in Eaton's.

ACCIDENTS

SUBTRACT
from your pleasure

—

ADD +
to your miseries

DIVIDE
÷
your income

—

MULTIPLY X
your worries

IT'S SIMPLE ARITHMETIC . . .

To figure out that Nobody benefits from neglect of safety precautions, which lead to accidents, which can lead to several kinds of loss—in time, in mobility, in bodily well-being, and in all that affects your general welfare—and that of your family.

There are RULES—and there are GOOD HABITS. Obeying safety rules regularly helps towards developing Good Safety Habits. Carefulness never lets you down—it may cost you a minute or two of time, or a little effort, but that's nothing to the loss to you or somebody else, caused by accidents.

TIDY UP, CLEAN UP to avoid hazards; CLIMB UP on ladders and REACH UP from steady positions—don't MIX UP Safety with Hurry!

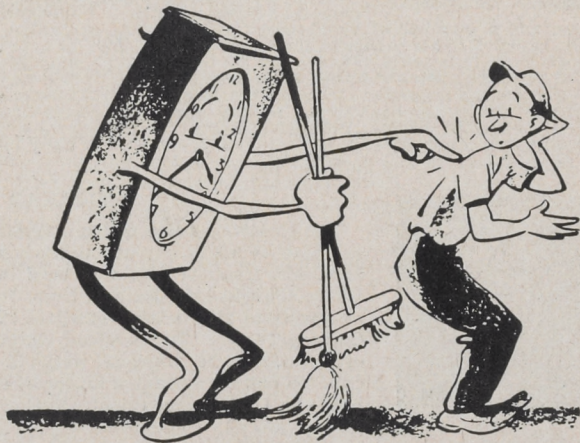
In short—Don't Tamper; Don't Take Chances—DO BE CAREFUL!

KEEPING UP WITH THE JONESES

can be a worthwhile ambition when it's in the field of working for a well-kept department. Seasons come and seasons go, but—as our poster at the right says—Clean-up Time is All the Time! It's a good habit that brings its own rewards!

How? Well, everybody who's ever done any spring clean-up work around the house or workshop knows that feeling of Doing a Worthwhile Job Well. The benefits come in easier working conditions, clutter overcome, hazards removed. Less dust, less trouble from pushing or booting things out of the way, time and energy saved avoiding constant stoops, lifts or moves to clear the working area. In short, it's we ourselves who benefit most from DAY BY DAY attention to the tidiness and safety of our departments.

CLEANUP TIME



is ALL THE TIME